

## Edith Aponte

### BIOGRAPHY



My greatest childhood dream was to one day own a sewing machine. At the age of five—living in Hungary in Eastern Europe under communist rule at the time—it felt almost unattainable, yet all the more thrilling. I would love to travel back in time, bend down, and whisper to that little blonde girl, 'One day, not only will you have a real sewing machine, but you will also own an international fashion brand.' It would surely blow her tiny mind.

From an early age, I was always designing. I was already sketching dresses for my dolls and outsourcing production to my grandmother – my business mindset evident even then.

Then eager to further expand my creativity I persuaded my mother to get me a job working at the flower shop next door after school and on weekends. I learned the art of floral arrangements, completely mesmerised by the magic of colours and silhouettes. To this day, I continue to love floristry, keeping up with trends, attending courses and creating decorations.

My love for drawing, colours, and design only deepened over time. As a teenager I was also drawn to physics and science, appreciating their rational thought processes, which led me to study architecture. Later, I specialised in Interior Design, a field that, for me, beautifully blends fashion and architecture. It combines the rich textures and fabrics of fashion with the spatial logic and proportions of architecture.

I've always been fascinated by learning, whether it's uncovering the hidden depths of a subject I knew nothing about or immersing myself in an entirely new career. An old friend used to call me 'Sponge' because, in his words, he had never met anyone who soaked up every bit of knowledge around them like I did. Though I never quite warmed to this nickname, I have to admit—it captured my essence perfectly.

In my early twenties I was offered a modelling opportunity in Milan, a city brimming with inspiration for any designer. While balancing university life, I also had the chance to immerse myself in the world of fashion, gaining firsthand insight from Italian designers. After college, I moved to Ireland, a place I still consider my second home. In Dublin, I worked as an Interior Architect for a wonderful director who trusted me with projects that strengthened my skills and helped me grow and build a solid foundation in interiors.

My passion for fashion design never faded, and I went on to establish my own bridal fashion brand in Europe, which later expanded to the Middle East.

Learning languages is one of my hobbies, as I believe speaking another one broadens our perspectives, fosters new connections, and stimulates the mind. Each time I dive into a new language, I find it a fascinating journey that challenges me, opens doors to new cultures, and constantly expands my understanding of the world. Over the past decade, I developed a deep fascination with psychology and began studying it, realising how understanding human behaviour can elevate every aspect of life—including design.

Writing my first book feels like the most natural next step, as it merges my two great passions—design and psychology. I'm very excited about this new chapter in my life—and for the ones ahead, where I get to share, inspire, and hopefully make a difference.

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